

May 5, 2010

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: First Quarter Report: January 1, 2010 through March 31, 2010

As is required in our Agreement with the City of Los Angeles, I am submitting our First Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- The board of directors held a Strategic Planning Retreat at the W Hotel on January 21, 2010. Brad Segal, of Progressive Urban Management Associates (PUMA) was invited in to facilitate the retreat. The board identified four key priorities for the coming one to three years to guide staff and committee activities. A copy of the retreat final report is appended to this Quarterly Report.
- The Nominating Committee met over the course of this quarter to address two vacancies created on the board, due to the departure of Hilary Royce and Don Jacinto. Two new candidates were offered for consideration at the February meeting: Don Mushin of Hollywood Toyota and Adrian Jones of Madame Tussaud's Wax Museum. They were seated in March.
- At the March meeting, the board authorized the staff to negotiate a lease to consummate a move to a larger office on the fourth floor of the Taft Building. The intent is to enter into a 5 year lease for the 4th floor office in the Taft Building, at the rate of \$1.85/sq. ft. and that tenant improvements would be paid for up front out of the board's contingency.
- A set of recommended expenditures from the Contingency line-item in the 2010 budget were presented to the board in March. They included expenses associated with tree trimming (unbudgeted this year, because these costs formerly were paid for out of the Hollywood Vine Assessment District account, whose funds have now dried up) -- \$32,500; Porta potty rental for Clean Street crew -- \$1,200; Balance of side/back streets tree planting project -- \$39,000; Tenant-improvement costs for move to fourth floor -- \$14,000; moving costs -- \$5,000.

II. Security

- Morrison reported that members from the Security Committee toured the Hollywood Courthouse on February 9, 2010. The group saw firsthand the many ways the courthouse benefits the Hollywood community on a daily basis. A proactive campaign was initiated to send a letter to city and state representatives letting them know that stakeholders in the Hollywood Community have a strong desire to see the courthouse remain open.
- In response to board direction at the Strategic Planning retreat, staff began working in earnest with the Council Office on a Safe Sidewalks Initiative. The Council office is pulling together a task force to look at existing ordinances and enforcement options and potential new regulatory options to ensure public safety and civil behavior on the sidewalk in front of the Chinese and Kodak Theatres.
- Over this period, the BID security initiated 231 private person's arrests (109 for drinking in public); make 118 social service referrals and responded to 178 radio calls.

III. Streetscape

- Staff was involved in several meetings with the Chamber and representatives from the city's Department of Public Works over this quarter to address a new policy issued from the city relative to requiring adjacent property owners to sign revocable permits and to indemnify the city when sidewalk repairs are undertaken. With the help of Councilmember Garcetti's office, this policy was amended and the indemnification requirement was removed.
- A subset of the Streetscape Committee is monitoring the draft Hollywood Community Plan and the Urban Design Guidelines.
- Staff is pursuing a permit from the city to allow for the installation of 11 wrought iron benches to replace the "rent-a-benches" along the Walk of Fame. The benches are temporarily being stored at the Palladium while the permits are secured.
- In furtherance of one of the Board objectives to address an improvement in the aesthetics of businesses and storefronts in the BID, an intern was hired to take a photo inventory of every building along Hollywood Boulevard to serve as a baseline against which to measure improvement. Further, every metal roll down door in the District was photographed and inventoried.
- Progress was made toward the release of funds for the removal of the Ficus trees along Hollywood Blvd. and installation of Mexican Fan Palms. The CRA is looking to hire the HPOA as a "Project Coordinator," for approximately \$40,000 to help obtain tree removal permits, gather approvals from property owners, and oversee the contractor's work.
- A screening of "The Social Life of Small Urban Spaces" was presented for property stakeholders in both the Sunset and Hollywood BIDs on February 25. The purpose is to stimulate interest in creating shared civic space, or public access plazas in the District(s).

- Staff sent out a Request for Proposal for the side and back streets tree planting project in March. This project will install approximately 87 trees. Approximately \$60,000 will be needed for completion, and the funds will come through a combination of the Special Projects 04-08 account and 2010 Contingency budget.
- A meeting was held with property owners along one long block face (from Shrader to Cherokee) – now dubbed the Mid-Boulevard Block, on March 26. The goal is to see if there is interest in a collaborative effort to undertake a block makeover.

IV. Marketing Issues

- After two months of preparation, the Demographic Research project was launched during the first quarter. Telephone surveys commenced on March 19 with 400 residents in and around the core 90028 zip code. Staff worked with the research team of BW Research Partnership and True North Research to perfect the visitor/student/resident intercept surveys which will be administered over a two week period in April.
- A new e-newsletter format for the BID was launched this quarter. It is now called HED Lines. The BID BIZ was formally sunsetted.

V. Other

- Morrison sent a letter to Council President Garcetti and Council Member LaBonge to discuss having a debrief with the community to discuss the results of the survey related to the parade. Tom LaBonge attended the board's March 18, 2010 meeting to discuss his views on this issue.
- Morrison attended the Chamber's Access DC trip March 15-18. She attended as a member of the United Way/LA Chamber Business Leaders' Task Force on Homelessness, and participated in several meetings requesting additional funding for permanent supportive housing for homeless individuals in LA.
- Staff continues to help facilitate a grass-roots coalition called Hollywood 4WRD, which is organized to work toward ending homelessness in Hollywood by 2018. Plans were underway for a comprehensive Homeless Registry planned for the last week in April.